

**UNIVERSITI TEKNOLOGI MARA**

**STEAMBOAT BUFFET RESTAURANT  
QUALITY ATTRIBUTES AND CUSTOMER  
SATISFACTION**

**ZURATULRAHA BINTI JAAFAR**

Thesis submitted in partial fulfillment of the requirements for  
degree of

**Master in Foodservice Management**

**Faculty of Hotel & Tourism Management**

**JUNE 2013**

## CANDIDATE'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate	:	Zuratulraha Binti Jaafar
Candidate's ID No.	:	2009460974
Programme	:	Master in Foodservice Management
Faculty	:	Faculty of Hotel and Tourism Management
Thesis Title	:	<b>Steamboat Buffet Restaurant Quality Attributes and Customer Satisfaction</b>

Signature of Candidate	:	.....
Date	:	17 June 2013

## ABSTRACT

As the steamboat buffet restaurant industry grows in popularity, it has become increasingly competitive. In such an environment, marketers are understandably concerned about how to maintain or increase market share through better restaurant perceive quality and effective segmentation strategies. This study conducted to identify the important attributes of perceives quality (food quality, service quality and atmospheric quality) in the steamboat buffet restaurant industry from the customer's perspective. Correlation analysis revealed that there is a relatively strong significant linear relationship between perception perspective of customer and the elasticity for a restaurant's attributes is positive and direct, and the current results as well support this assumption. Results also indicated that food quality attributes stands tall as the main dimension that customer perceived in visiting steamboat buffet restaurant, followed by the second attributes which is atmospheric quality. This study should have a significant impact on the restaurant industry, especially steamboat buffet sector as it identifies the scope of differential returns on investment on various restaurant attributes and its attributes.

Keywords: *Perceived Quality, Quality Attributes, Steamboat Buffet Restaurants, Customer Satisfaction.*

## **TABLE OF CONTENTS**

CANDIDATE’S DECLARATION	I
ABSTRACT	II
ACKNOWLEDGEMENTS	III
TABLE OF CONTENTS	IV
LIST OF FIGURES	VII
LIST OF TABLES	VII

### **CHAPTER ONE: INTRODUCTION**

1.1	Background of the study	1
1.2	Problem Statement	2
1.3	Purpose of the Study	3
1.4	Research Objective	5
1.5	Research Question	5
1.6	Theoretical Framework	6
1.7	Importance of the Study	8
1.8	Summary	9

### **CHAPTER TWO: LITERATURE REVIEW**

2.1	Introduction	10
2.2	Customer Satisfaction	10
2.2.1	Highly Satisfied Customer	13
2.3	Customer Behavior	15
2.4	Customer Dining Decision	16
2.5	Customer Perceived Quality	17
2.6	Synthesis of Quality in Restaurant	18
2.6.1	Food Quality	19
2.6.2	Atmospheric Quality	21
2.6.3	Service Quality	22

2.7	Customer Satisfaction and Perceived Quality	25
2.8	Summary	28

### **CHAPTER THREE: METHODOLOGY**

3.1	Introduction	29
3.2	Research Design	30
3.3	Population and Sample Size	32
3.4	Instrumentation Development	35
3.5	Reliability and Validity	41
3.6	Pilot Study	42
3.7	Data Collection	42
3.8	Data Analysis	44
3.9	Summary	46

### **CHAPTER FOUR: FINDINGS AND DATA ANALYSIS**

4.1	Introduction	47
4.2	Descriptive Analysis	48
4.3	Reliability Test	51
4.4	Procedure of Analysis	53
4.5	Analysis of Customer Perceptions towards Quality Attributes	54
4.6	Analysis of Customer Satisfaction towards Quality Attributes	57
4.7	Correlation Analysis	60
4.8	Standard Multiple Regression	61
	4.8.1 Underlying Assumptions	62
	4.8.2 Normality, Linearity, Homoscedasticity and Independent of Residuals	63
	4.8.3 Outliers	64
	4.8.4 Multicollinearity	65